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	68

6832081

Ver# 1

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Traffic Order# 104407

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Station KS Advertiser	NV-TV LAS VEGAS, N () HELLER FOR S	KSNV-TV LAS VEGAS, NV. 1. ().HELLER FOR SENATE	NATE	Agency () S 3299 K S	TRATECTION I	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON DC 2007	ò	Rep Firm Sales Office (Salesnerson () PHILADELPHIA) AMY MCCREARY	ETA EARY
*	NEIL WILLIAMS	AMS		Agency C/P1/P2/E Flight Dates Hiatus Weeks	10/03/20	10/03/2012 - 10/09/2012		Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-568-6540 215-568-1845	45
CONTRACT COMMENT	COMMENT										
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	₩eeks	Total Spots	Total Cost
] 	1				1 1 1 1 1 1 1 1 1 1					
H	₩-F Buyli	5A-6A Buyline Comment:	NEWS		:30	\$300.00	10/03-10/05	g	11	ത	\$1,800.00
N	M-TU Buyli	U 5A-6A Buyline Comment:	NEWS		:30	\$300.00	10/08-10/09	44	⊣	•12	\$1,200.00
ω	M-TU Buyli	U 6A-7A Buyline Comment:	NEWS		:30	\$450.00	10/08-10/09	42	Н	45	\$1,800.00
中	W~F Buyli:	6A-7A Buyline Comment: NEWS	NEWS		:30	\$450.00	10/03-10/05	ত া	ы	ø.	\$2,700.00
ហ	W-F Buyliı	7A-9A Buyline Comment:	TODAY		: 30	\$600.00	10/03-10/05	ω	j)	Ø	\$3,600.00
თ	M-TU Buyli	U 7A-9A Buyline Comment: TODAY	TODAY		: 30	\$600.00	10/08-10/09	4	Ъ	44	\$2,400.00
7	M-TU Buyli	U 9A-10A Buyline Comment:	TODAY2		:30	\$275.00	10/01-80/09	22	⊣	2	\$550.00
œ	W-F Buyliı	9A-10A Buyline Comment:	TODAY2		:30	\$275.00	10/03-10/05	W	H	ω	\$825.00
, W	W-F Buyli	10A-11A Buyline Comment:	TODAY 3		:30	\$225.00	10/03-10/05	ω	μ	w	\$675.00
; 10	M-TU Buyliı	U 10A-11A Buyline Comment:	TODAY 3		: 30	\$225.00	10/08-10/09	N	ن ــ ـا	2	\$450.00

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	6832081
	Ver# 1
	Mod# 0
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Sho	Traffic Order# 104407
Showing Buylines: All Lines	Printed: 07/18/20 Last Received: 07/12/2012 4:05 PM
Lines	Printed: 07/12/2012
	07/18/2012 10:33 AM 2 4:05 PM

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Daypart

H Fax# Buyer Phone# Advertiser Product Station Estimate# 19 18 17 16 12 Ë 21 20 15 14 $^{\perp}_{3}$ 11 KSNV-TV LAS VEGAS, NV.
ser () .HELLER FOR SENATE
HELLER FOR SENATE NEIL WILLIAMS ₩-H M-IU UT-M ₩ 1 D.L.-M D.T.-M ¥ |-| W-F ₩ H 된 --DT-M Day Buyline Comment: DAUS Buyline Comment: NEWS Buyline Comment: Buyline Comment: PHIL Buyline Comment: Buyline Comment: DRS Buyline Comment: Buyline Comment: AGENDA Buyline Comment: Buyline Comment: Buyline Comment: RR 12P-1230P 11A-12P Time 3P-4P 1P-2P lP-2P 1230P-1P 2P-3P 2P-3P 1230P-1P 12P-1230P 11A-12P DRS 汉 DAYS AGENDA NEWS Program Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E Flight Dates Hiatus Weeks : 30 : 30 : 30 :30 : 30 :30 Len :30 : 30 :30 :30 :30 10/03/2012 - 10/09/2012 \$300.00 \$225.00 \$225.00 \$275.00 \$275.00 \$225.00 Rate \$225.00 \$275.00 \$275.00 \$225.00 \$225.00 10/03-10/05 10/03-10/05 10/08-10/09 10/08-10/09 10/03-10/05 10/03-10/05 10/03-10/05 10/08-10/09 10/08-10/09 Dates 10/03-10/05 10/08-10/09 w N N ω w N N w ω ω N Spots/Week Sales Office (Salesperson (Salesperson FAX# Salesperson Phone# Rep Firm # 0 ks ш ப 1...) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 Total Spots L.3 w N N ω ω N N ω ω Ŋ \$900.00 \$675.00 \$450.00 \$550.00 \$825.00 \$675.00 \$450.00 \$450.00 Total Cost \$550.00 \$825.00 \$675.00

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Traffic Order# 104407

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Daypart

4407 Printed: 07/18/2012 10:33 AM Last Received: 07/12/2012 4:05 PM Showing Buylines: All Lines

Buyline Comment: WHEEL 32 M-TU 7P-730P Buyline Comment: WHEEL		30 W-F 630P-7P Buyline Comment: JEP	29 M-TU 630P-7P Buyline Comment: JEP	28 W-F 5P-630P Buyline Comment: NEWS	27 M-TU 5P-630P Buyline Comment: NEWS	26 M-TU 430P-5P Buyline Comment: NEWS	25 W-F 430P-5P Buyline Comment: NEWS	24 W-F 4P-430P Buyline Comment: NEWS	23 M-TU 4P-430P Buyline Comment: NEWS	22 M-TU 3P-4P Buyline Comment: PHIL	rax# LT Ln Day Time Program	Station KSNV-TV LAS VEGAS, NV. Advertiser () HELLER FOR SENATE Product HELLER FOR SENATE Estimate# Buyer NEIL WILLIAMS Phone#
:30 \$750.00 10/08	:30 \$750.00 10/03-	:30 \$750.00 10/03	:30 \$750.00 10/08	:30 \$900.00 10/03	:30 \$900.00 10/08	:30 \$450.00 10/08	:30 \$450.00 10/03	:30 \$450.00 10/03	:30 \$450.00 10/08	:30 \$300.00 10/08	Len Rate Dates	Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E Flight Dates 10/03/2012 - 10/09/2012 Hiatus Weeks
- 10/09 2 1	-10/05 3 1	-10/05 3 1	-10/09 2 1	-10/05 6 1	10/08-10/09 4 1	10/08-10/09 2 1	-10/05 3 1	10/03-10/05 3	-10/09 2	-10/09 2	Spots/Week	Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#
. 2 \$1,500.00	. \$2,250.00	. \$2,250.00	2 \$1,500.00	55,400.00	L \$3,600.00	2 \$900.00	1 3 \$1,350.00	1 3 \$1,350.00	1 2 \$900.00	1 2 \$600.00	# of Total Total Cost Weeks Spots) PHILADELPHIA) AMY MCCREARY hone# 215-568-6540 AX # 215-568-1845

	Rep Order# EC'd Yes	
	6832081	
	Ver# 1	
	Mod# 0	
	Mod# 0 Status Confirmed	
Showing Buylines: All Lines	Traffic Order# 104407 P	
l Lines	Printed: 07/18/2012 10:33 AM 07/12/2012 4:05 PM	

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Station I	KSNV-TV LAS VEGAS, NV.	Agency ()STRA 3299 K STRE	SHOWING () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200	A SVCS	Rep Firm Sales Office () РНПАДЕГРНІА	AIH
Estimate# Buyer Phone#	NEIL WILLIAMS	Agency C/P1/P2/E Flight Dates 10/ Hiatus Weeks	10/03/2012 - 10/09/2012	12	Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-568-6540 215-568-1845	22 22
Fax# LT Ln	Day Time Program	Len	Rate	Dates	Spots/Week	₩ of	Total Spots	Total Cost
33	M-TU 730P-8P Buyline Comment: FACE	:30	\$450.00	10/08-10/09	N 	 - -	N 	\$900.00
3 4	W-F 730P-8P Buyline Comment: FACE	:30	\$450.00	10/03-10/05	ω	H	w	\$1,350.00
<u>3</u> 5	TH 11P-1135P Buyline Comment: NEWS	:30	\$775.00	10/04-10/04	ц	Ь	Þ	\$775.00
<u>ა</u> თ	M 11P-1135P Buyline Comment: NEWS	:30	\$775.00	10/08-10/08	н	H	Ь	\$775.00
37	M-TU 1135P- 1235A Buyline Comment: TON SHOW	:30	\$275.00	10/08-10/09	2	⊢	N	\$550.00
3 8	W-F 1135P- 1235A Buyline Comment: TON SHOW	:30	\$275.00	10/03-10/05	w	ļ 3	ω	\$825.00
39	M 8P-10P Buyline Comment: VOICE	:30	\$2,400.00	10/08-10/08	נ	⊢	브	\$2,400.00
40	TU 8P-9P Buyline Comment: VOICE	:30	\$2,400.00	10/09-10/09	7	⊢	Н	\$2,400.00
41	TH 10P-11P Buyline Comment: ROCK CENTER	. 30	\$2,100.00	10/04-10/64	Н	س	j	\$2,100.00
42	F 10P-11P Buyline Comment: DLINE	:30	\$2,100.00	10/05-10/05	P	Ь	н	\$2,100.00
43	SA-SU 11P-1135P Buyline Comment: NEWS	: 30	\$750.00	10/06-10/07	N	H	2	\$1,500.00

**	Station KSNV-TV LAS VEGAS, NV. Advertiser ().HELLER FOR SENATE Product HELLER FOR SENATE	Rep Order# 6832081 Ver# 1 Mod# 0 Status Confirmed EC'd Yes
Agency C/P1/P2/E Flight Dates 10/03/2012 - 10/09/2012 Hiatus Weeks	Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 104407 Last Showing B
Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY	Printed: 07/18/2012 10:33 AM Received: 07/12/2012 4:05 PM uylines: All Lines

Station KSNV-TV LAS VEGAS, NV. Advertiser ().HELLER FOR SENATE Product HELLER FOR SENATE Estimates	Agency (); 3299 K. S WASHII Agency C/P1/P2/E) STRAT (STREET INGTON	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 P1/P2/E	VCS	Rep Firm Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY	PHIA REARY	
Buyer NEIL WILLIAMS Phone# Fax# LT Ln Day Time Program	Flight Dates Hiatus Weeks	ŗ	10/03/2012 - 10/09/2012 en Rate	12 Dates	Salesperson Phone# Salesperson FAX# Spots/Week # of Weeks	n Phone# n FAX# weeks	215-568-6540 215-568-1845 Total To	3540 .845 Total Cost	Daypart
44 SA 6A-7A Buyline Comment: NEWS		:30	\$225.00	10/06-10/06	 	H	۲	\$225.00	
45 SA 7A-9A Buyline Comment: SAT TODAY		: 30	\$325.00	10/06-10/06	Н	Н	Ь	\$325.00	
46 SA 9P-930P Buyline Comment: NEWS		: 30	\$300.00	10/06-10/06	Ь	μı	ы	\$300.00	
47 SA 5P-630P Buyline Comment: NEWS		: 30	\$450.00	10/06-10/06	N	Н	N	\$900.00	
48 SA 630P-730P Buyline Comment: JEP/WHEEL		: 30	\$375.00	10/06-10/06	ഥ	Н	Ц	\$375.00	
49 SA 1130P-1A Buyline Comment: SNL		:30	\$750.00	10/06-10/06	Н	⊢	щ	\$750.00	
50 SU 6A-7A Buyline Comment: NEWS		: 30	\$225.00	10/07-10/07	. بر		Н	\$225.00	
51 SU 7A-8A Buyline Comment: SUN TODAY		: 30	\$500.00	10/07-10/07	Н	Ь	Н	\$500.00	
52 SU 8A-9A Buyline Comment: MTP		: 30	\$1,900.00	10/07-10/07	Ч	Ь	Н	\$1,900.00	
53 SU 9A-930A Buyline Comment: NEWS		:30	\$250.00	10/07-10/07	l -1	Н	Ы	\$250.00	
54 SU 930A-10A Buyline Comment: CM		:30	\$375.00	10/07-10/07	₩	Ь	بر	\$375.00	

		EC'd Yes	Rep Order# 6832081
			Ver# 1 Mod# 0 Status Confirmed
	Showing Bnylines: All Lines	Last Received:	Traffic Order# 104407
1	Lines	Last Received: 07/12/2012 4:05 PM	Printed: 07/18/2012 10:33 AM

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Station Advertiser Product	Estimate# Buyer Phone#	Fax# LT	-								
n Ks tiser	te#	Ln	}	55		9.0		57		(J)	
SNV-TV LA ().HE HELLER FO	NEIL WILLIAMS	Day		SU	Виу1	SU	Buy1	SU	Buyl	US	Buyl
Station KSNV-TV LAS VEGAS, NV. Advertiser ().HELLER FOR SENATE Product HELLER FOR SENATE	JAMS	Time		4P-515P	Buyline Comment: FNIA	515P-830P	Buyline Comment: SNF	8P-9P	ine Comment	1130P-12A	ine Comment
V. ENATE		Program			E: ENIA	9(: SNF		Buyline Comment: SNF-FOSTGAME	ZA.	Buyline Comment: SPORTS NIGHT
Agency (3299 I WASI	Agency C/P1/P2/E Flight Dates Hiatus Weeks		i								
) STRATI C STREET EINGTON		Len		:30		:30		:30		:30	
) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	10/03/2012 - 10/09/2012	Rate		\$1,600.00		\$8,000.00		\$6,500.00		\$200.00	
VCS	12	Dates		10/07-10/07		10/07-10/07		10/07-10/07		10/07-10/07	
Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#	Spots/Week	1	卢		ч		ㅂ		l-7	
	ı Phone# ı FAX#	₩@@\ @@\ %	1	Н		ш		н		H	
) PHILADELPHIA) AMY MCCREARY	215-568-6540 215-568-1845	Total Spots		Н		1		₽		ഥ	
JPHIA REARY	6540 1845	Total Cost		\$1,600.00		\$8,000.00		\$6,500.00		\$200.00	

-REPORT TOTALS-

Report Totals: 134 / \$82,725.00

—SALES MONTHLY TOTALS—

Station Totals: 134 / \$82,725.00 Lines not sent/rcld/rtrn: 0 / \$0.00 Sales Totals: 134 / \$82,725.00 Oct 12: 134 / \$82,725.00

Market Totals	\$285,259	CATV	0%	KBLR	90	KINC		KLAS	90	KSNV	29%
		KTNV 18%	18%	KTUD	1 №	KVCW	% I→	KVMY	% 1—1	KVVU	% 72 12
		XXXX	0%								

NEW ORDER EST SHARES

Books Demos NOV12 RA35+

Rep Order# EC'd Yes 6832081 Ver# 1 Mod# 0 Status Confirmed Agency Traffic Order# 104407 Showing Buylines: All Lines Last Received: **Printed:** 07/18/2012 10:33 AM 07/12/2012 4:05 PM

Station KSNV-TV LAS VEGAS, NV.

Advertiser ().HELLER FOR SENATE

Product HELLER FOR SENATE

Estimate#

Buyer NEIL WILLIAMS

Phone#

Fax#

gency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007

Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

 C MEDIA SVCS
 Rep Firm

 V SUITE #200
 Sales Office () PHILADELPHIA

 C 20007
 Salesperson () AMY MCCREARY

 12 - 10/09/2012
 Salesperson Phone# 215-568-6540

 Salesperson FAX# 215-568-1845

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- CREDIT RUSK --

CASH IN ADVANCE